

EEO PUBLIC FILE REPORT
For
LINCOLN BROADCASTING COMPANY dba KTSF-TV

August 1, 2020 – July 31, 2021

Community(ies) of License: San Francisco/Northern California
No. of Full-time Employees: 49

Placed in KTSF online FCC website, website and on-site Public File: July 23, 2021

From August 1, 2020 to July 31, 2021, KTSF completed the following requirements for outreach options:

Participated in at least 4 job fairs by station personnel who have substantial responsibility in making hiring decisions.

- (a) AAPI (Asian American and Pacific Islanders Virtual Job Fair, **April 8, 2021** This job fair targeted students and graduates interested in various careers including corporate, non-profit, government and entrepreneurs.
- (b) 20th Annual Diversity Employment Day Career Fair (City Career Fair) **January 29, 2021** Director of Human Resources recruited for internships in News and Production and a part-time position in Master Control (Television Broadcast Technician.) Referred resumes to Promotion Director for review.
- (c) 20th Annual Diversity Employment Day Career Fair (City Career Fair) **April 9, 2021** Traditionally, this Career Fair reaches out to diverse, multi-cultural and qualified professionals. It targets minorities, women, seniors and people with disabilities. As a co-sponsor, KTSF promoted the job fair on air and on the KTSF website in English and Chinese.
- (d) National Career Fairs; Oakland Career Fair (Virtual) **June 15, 2021** In order to broaden our reach, KTSF used a 19-year-old company that helps connect employers to qualified candidates and has conducted over 10,000 career fairs across the country.

Co-sponsored at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities.

- (a) 20th Annual Diversity Employment Day Career Fair (City Career Fair) **January 29, 2021** Traditionally, this Career Fair reaches out to diverse, multi-cultural and qualified professionals. It targets minorities, women, seniors and people with disabilities. As a co-sponsor, KTSF promoted the job fair on air and on the KTSF website in English and Chinese.

(b) 20th Annual Diversity Employment Day Career Fair (City Career Fair) **April 9, 2021**
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Established training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.

- (a) Engineering Webinar for Engineering, January 19, 2021. The one-hour webinar from Cisco Knowledge Network (“IP for Broadcasters”) demonstrated how engineering staff can incorporate internet protocol technology into TV broadcasting.
- (b) Sales and Traffic training on advertising management software for major media companies. KTSF has and continues to provide WideOrbit training. January 12, 20-21, and ongoing through July 2021.
- (c) Sales and GM training on the WideOrbit Traffic system upgrade. April 28 and ongoing through July 2021.
- (d) Marketing and Ad campaigns for Marketing and Production, January 20, 2021; A 60-minute ZOOM training used Google Ad Manager and addressed reporting impressions of different video and banner ad campaigns on the website, and automating reports to be sent to account executives and/or their clients. Marketing Director Ernest Smyth and Production Manager Kevin Ho were the trainees.
- (e) KTSF was the victim of a cyber-attack beginning in April, 2021. As a result, KTSF staff and new hires were required to undergo ongoing training which included Cyber Security Awareness as well as Phishing tests. This training, also available in Chinese, allowed staff to add an increasingly important job skill to their work experience which would enhance any job seeking opportunities in their future.

Provided training to management level personnel on methods of ensuring equal employment opportunity and prevent discrimination

- (a) As required by California law, all KTSF all staff are provided training on Sexual Harassment and Abusive Conduct Prevention. The training is ongoing as it’s required every 2 years. It’s 2 hours of training for management and 1 hour for non-management. The training is available in Chinese for employees who prefer this language option. Certificates following completion are required and maintained by KTSF.

Participate in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who, might otherwise be unaware of such opportunities

- (a) KTSF produced for our website and on our air a :30 second information spot encouraging viewers to consider a career in broadcasting at KTSF. The spot referred to training and mentorship that is available for new hires even if their skills are at a minimal level. The information also referred to promotional opportunities at KTSF with training. The spot which began airing May 7, 2021 aired in both English and Chinese.

During the period beginning August 1, 2020 and ending July 31, 2021, KTSF filled the following full-time vacancies using referral sources including those included in Attachment A.

LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
8/31/2020 9/8/2020	Sales Account Executives (2)	Referrals from General Manager
11/18/2020	Cantonese Reporter/Writer	LinkedIn
12/9/2020	Mandarin Producer/Writer	Internal Referral
12/10/2020	Cantonese Reporter/Writer	LinkedIn
1/27/2021	Broadcast Program Coordinator	Internal Referral
7/6/2021	Mandarin Reporter/Writer	Internal Referral/Former Employee

INTERVIEWEE REFERRAL SOURCE SUMMARY

Recruitment Sources Referring Interviewees during Reporting Period	Number of Persons Interviewed that the Source Referred
Referrals	6
LinkedIn	4
Indeed	14
KTSF	1
Total Number of Persons Interviewed during the Reporting Period:	25

KTSF EEO RECRUITING SOURCES USED (For each position)

Job Title of Position: Sales Account Executive Date of Hire: 8/12/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Personal Referrals				
KTSF Website, FB	N	www.ktsftv.com		
Indeed	N	www.Indeed.com		

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Cantonese Reporter/Writer Date of Hire: 11/18/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
LinkedIn	N	Linkedin.com		
KTSF Website, FB	N	www.ktsftv.com		
Ca. Broadcasters Association (CBA)	N	www.yourcba.com/		www.yourcba.com/job-bank/
CCSF (college central)	N			
Academy of Art	N	www.academyart.edu	Jan Yanehiro	jyanehiro@academyart.edu

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Mandarin News Producer/Writer Date of Hire: 12/9/2020

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
CBA	N	www.yourcba.com/		www.yourcba.com/job-bank/
LinkedIn	N	Linkedin.com		
KTSF Website, FB	N	www.ktsftv.com		
Academy of Art	N	www.academyart.edu	Jan Yanehiro	jyanehiro@academyart.edu
CCSF (City College SF)	N	www.ccsf.edu		
Self Help for Elderly	N	www.selfhelpelderly.org	Wendy Lau	wendyl@selfhelpelderly.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Cantonese Reporter/Writer Date of Hire: 12/20/20

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF Website, FB	N	www.ktsftv.com		
LinkedIn	N	Linkedin.com		
Handshake (Universities/Colleges)	N	https://joinhandshake.com/		
CCSF	N	www.ccsf.edu		
CBA	N	www.yourcba.com/		
Indeed	N	www.Indeed.com		
BAVC (B.A. Video Coalition)	N	https://bavc.org/get-a-job/job-board		
UC Berkeley School of Journalism	N	journalism@berkeley.edu		
Self Help for the Elderly	N	www.selfhelpelderly.org	Wendy Lau	wendyl@selfhelpelderly.org

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Broadcast Programming Coordinator Date of Hire: 1/27/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF Website, FB	N	www.ktsftv.com		
LinkedIn	N	Linkedin.com		
Indeed	N	www.Indeed.com		
TV Jobs	N	www.tvjobs.com	admin@tvjobs.com	

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

Job Title of Position: Mandarin Reporter/Writer Date of Hire: 7/6/2021

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
KTSF Website/FB	N	www.ktsftv.com		
LinkedIn	N	Linkedin.com		
CCSF	N	www.ccsf.edu		
National Career Fair	Y	www.nationalcareerfairs.com		
SF BA Diversity Job Fair	Y	www.sfbar.org/jdc/diversity/career-fair		

* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

ATTACHMENT A Referral Sources

Updated sources highlighted

Aug. 1, 2020-July 31, 2021

First Name	Last Name	Organization Name	Address	City	State	Zip Code	Work Phone/email
Jan	Yanehiro	Academy of Arts University	79 New Montgomery Street	San Francisco	CA	94105	jvanehiro@academvart.edu
Ayan	Jiggetts	Foreign Languages Dept. at San Francisco State University	1600 Holloway Ave	San Francisco	CA	94132	(415) 338-1421 jiggetts@sfsu.edu
Janice	Lee	Asian American Journalists Association	1182 Market Street, Suite 320	San Francisco	CA	94102	(415) 346-2051
Caren	Meghreblian	Art Institute of San Francisco	1170 Market Street	San Francisco	CA	94102	(415) 865-0198
Victor	Shin	Asian Business League	564 Market Street, Suite 404	San Francisco	CA	94104	(415) 350-9023 info@ablesf.org
Gloria	Tan	Asian Women's Resource Center	940 Washington Street	San Francisco	CA	94108	(415) 421-8827 gummoon@gummoon.org
Samson	Wong	AsianWeek	809 Sacramento Street	San Francisco	CA	94108	(415) 397-0220 swong@asianweek.com
Mindy	Aronoff	Bay Area Video Coalition	2727 Mariposa St., 2nd Floor	San Francisco	CA	94110	(415) 861-3282 dov@bavc.org
Lillie	Player	California Broadcasters Association Job Bank	915 L Street, Suite 1150	Sacramento	CA	95814	(415) 444-2237 www.yourcba.com/job-bank
Bedilia	Ramirez	Chabot College	25555 Hesperian Blvd.	Hayward	CA	94545	510-723-6600 Main/510- 723-6699 bramirez@chaborcollege.edu CCEmployment@chaborcollege.edu
Veronica	Ng	Chinese for Affirmative Action	17 Walter U. Lum Place	San Francisco	CA	94108	(415) 274-6750 fax: (415) 397-8770
Anthony	Ng	Chinese Newcomer Services Center	777 Stockton	San Francisco	CA	94108	(415) 421-2111 cncs@chinesenewcomers

			Street,104				.org
Carrie	McKnight	College of Notre Dame Career Center	1500 Ralston Avenue, JB 140	Belmont	CA	94002	(650) 508-3667 cmcknight@ndnu.edu careercenter@ndnu.edu
		College of San Mateo - KCSM TV 60	1700 W. Hillsdale Blvd.	San Mateo	CA	94402	(650) 574-6571 tv@kcsm.net lopezsteven@smccd.edu
Cindy	Lister	DeAnza College	21250 Stevens Creek Blvd.	Cupertino	CA	95014	(408) 864-5711 careercenter@deanza.edu
Peter	Ney	California Employment Development Department	550 Quarry Road	San Carlos	CA	94070	(650) 802-5000 peter.ney@edd.ca.gov
Nobiru	Kai	Japanese Newcomer Services	1840 Sutter Street, Suite 207	San Francisco	CA	94115	(415) 922-2033 nobirukai@gmail.com
Yolanda	Chrystal	Job Development Group - City College of San Francisco	50 Phelan Ave., Box A6	San Francisco	CA	94112	(415) 452-5888 career@ccsf.edu
Susan	Mir	Journalism/Community Development, San Jose State University	One Washington Square	San Jose	CA	95192	(408) 924-3240 careerhelp@sjsu.edu
Lisa	Aaron	Laney College	900 Fallon Street	Oakland	CA	94607	(510) 834-5740 laaron@peralta.edu
Lydia	Fedulow	Mass Media Studies - University of San Francisco/Ignatio Heights	2130 Fulton Street	San Francisco	CA	94117-1080	415) 422-6373 media.studies@usfca.edu
Mary	Robins	Menlo College	1000 El Camino Real	Atherton	CA	94027	(650) 543-3735 careers@menlo.edu
Katherine	Dey	Mills College	5000 MacArthur Blvd.	Oakland	CA	94613	(510) 430-2130 kdey@mills.edu
Bob Cilbup/	Tom Gomez	Ohlone College/KOHL-FM	43600 Mission Blvd.	Fremont	CA	94539	(510) 659-6000 rhernandez@ohlone.edu
Melissa	Camacho	San Francisco State University	1600 Holloway Avenue	San Francisco	CA	94103-3502	(415) 338-1787 mcamacho@sfsu.edu
Kathy	Potter	Santa Clara University	500 El Camino Real	Santa Clara	CA	95053	(408) 554-4589 kpotter@scu.edu keswanson@scu.edu
Ivy	Velasquez	Skyline College	3300 College Drive	San Bruno	CA	94066	(650) 738-4337 velasquezi@smccd.net

Zafer	Sun	Solano Community College	4000 Suisun Valley Road	Suisun City	CA	9458 5-3197	(707) 864-7124 zafer.sun@solano.edu
Philip	Nguyen	Southeast Asian Community Center	875 O'Farrell Street	San Francisco	CA	94109	(415) 885-2743 seaccphilip@juno.com
Thomas	Goldstein	University of California, Berkeley	Campbell Hall	Berkeley	CA	9472 0	(510) 642-3383
Sam	Rodriguez	Holy Names University	3500 Mountain Blvd.	Oakland	CA	9461 9	(510) 436-1419 srodriguez@hnu.edu
May	Ng	San Francisco Office of Economic & Workforce Development	1 South Van Ness Ave, 5th Fl	San Francisco	CA	9410 3	(415) 701-4836 (415) 701-4897 Fax May.ng@sfgov.org www.workforcedevelopmentssf.org
Phuong	Tran	Foothill College	12345 El Monte Road	Los Altos Hills	CA	94022	(650) 949-7208 Web: Internship Program

Additional Resources;

John Salangsang City College of San Francisco 50 Frida Kahlo Way, SF CA (415) 239-3657
 Career Counselor/Job Developer 94122 jsalangsang@ccsf.edu

Arya Zarrinkelk City College of San Francisco 50 Frida Kahlo Way, SF CA arya.zarrinkelk@gmail.com
 Employment/Training Specialist

College-based Career Centers www.collegecentral.com

College/Univeristy Career Services Platform www.handshake.com

Colgate link www.colgate.edu/

TV Jobs www.tvjobs.com

Univ. of Notre Dame www.nd.edu

Univ. of San Francisco www.usfca.edu

Spots n' Dots Gene McKay (707) 919-9490, editor@spotsndots.com

TV News Check <https://tvnewscheck.com> Paul Greeley (817) 578-6324

Multicultural Career Center multicultural.com Lisa Skriloff at lisa@multicultural.com or call 212-242-3351

3AF (Asian American Advertising Assoc.) Genny Hom-Franzen, 3AF Executive Director, ghomfranzen@3af.org

Gum Moon Women's Residence gummoon@gummoon.org